

INFORMATION LETTER

NATIONAL CANNERS ASSOCIATION

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Administrative Assistant Secretary of Agriculture

With the approval of the President, the Secretary of Agriculture has appointed Ralph S. Roberts as Administrative Assistant Secretary of Agriculture. He succeeds Richard D. Alpin, who has resigned.

The position of Administrative Assistant Secretary of Agriculture was provided for under Reorganization Plan No. 2 of 1953. The position is that of chief administrative officer of USDA.

Mr. Roberts entered government service in 1928.

John C. Davis, administrative assistant to Secretary Benson, has resigned from USDA.

Home Economist Attends Meeting of Dietitians

Miss Katherine R. Smith, Director of the N.C.A. Home Economics Division, attended the annual meeting of the American Dietetic Association in Los Angeles the week of August 24.

The convention had an attendance of about 2,500, made up of hospital dietitians, nutritionists, college teachers, commercial food managers, school lunch supervisors, research people, home economists in business, newspaper and magazine food editors, text book authors, radio-TV women, and other foods people.

In addition to attending the dietitians' convention, Miss Smith worked in San Francisco and other California points. She met with newspaper, radio-TV, and other foods people.

Information Letter Schedule

Because of the Labor Day holiday, it was necessary to close the deadline on this issue of the INFORMATION LETTER more than 24 hours earlier than usual. Every effort has been made to report all of the week's developments as of press-time.

Farm Hearings in South Scheduled by House Group

Plans for a 1,200-mile tour of southern agricultural areas, as part of a nation-wide study to determine what long-range agricultural policy farmers want, have been announced by Representative Hope (Kans.), chairman of the House Committee on Agriculture.

The Committee will travel through parts of Virginia, Tennessee, Alabama, Mississippi, Georgia, and Florida. It will make the entire trip by chartered bus, stopping frequently en route to talk with local farm groups and inspect individual farm operations.

The Committee already has taken a trip into the New England states. The hearings in the southern states will be followed by a series in the Midwest in October and the West in early November.

The information gathered from farmers in the study will form the base of agricultural legislation to become effective after the present law providing mandatory 90 percent support prices for major crops expires at the end of the 1954 crop year.

Chairman Hope said that he believes that all persons who have studied the problems agree that agricultural prices must be stabilized at levels that will afford farmers a fair share of the national income, and that "the job before us now is to adjust the farm program to the changing times, with farmers themselves taking a larger part in the preparing and running of this program in the future."

Among the questions to be asked of farmers are the following:

"Of the perishable farm commodities, only dairy products now are subject to mandatory price supports. In view of the difficulties of stabilizing supplies of perishable products such as fruits, vegetables and animal products, should the government attempt any other price stabilization program in this field? How can the program for the dairy industry be improved?

"What changes, if any, should be made in our foreign trade programs?

Room Reservations for 1954 Convention

Members who desire rooms at the 1954 Convention are urged to complete the room request form, mailed to them three weeks ago, and return it promptly to N.C.A. Rooms are now being tentatively assigned.

"Should we encourage more research to find new uses for farm products? How much would expanded marketing research help in bringing about better prices?"

Following is a summary of the schedule for the tour of the southern states:

September 19—assemble at Bristol, Va., for a morning meeting; stay overnight in Knoxville, Tenn.; September 20—follow the Tennessee River, inspecting agriculture in the TVA area, and arrive at Muscle Shoals, Ala.; September 21—go to Corinth, Miss.; September 22—lunch at Okolona, Miss., and supper in Columbus, Miss.; September 23—a 406-mile bus tour, arriving at Valdosta, Ga.; September 24—a meeting at Valdosta, and thence to Gainesville, Fla.; September 25—visit the Florida experiment station and look at agriculture in northern Florida. The official hearing trip will end at that point, but a number of Committee members will go to southern Florida for a two-day tour of the vegetable, sugar, and citrus areas.

Agricultural Prices

The index of prices received by farmers declined one point (0.4 of one percent) during the month ending August 15, according to the Bureau of Agricultural Economics. This index, at 258 percent of the 1910-14 average, was 13 percent less than the 295 for August of 1952.

The index of prices received by growers for fruit declined from 207 for the month ending July 15 to 205 for the month ending August 15.

Price declines for apples and tomatoes reflected seasonally increased marketings.

PUBLICITY

Parade Magazine

The *Parade* food article on Sunday, August 23, was entitled "2 Good Salmon Dishes." *Parade* magazine is distributed with about 35 metropolitan newspapers, totaling over 5 million circulation.

Beth Merriman, food editor, began her article: "Next Friday, or any other day, try a can of rosy-fleshed salmon . . . for a new, delicious main dish . . . hot or cold as you prefer." With the cold salmon dish, she suggested that a hot canned or packaged soup be served and, with the hot one, she said, "—try chilled fruit or vegetable juice as a starter."

The two dishes were pictured attractively in black and white photographs.

American Home Magazine

One article in the food section of the September *American Home* magazine is entitled "Take A Can of Corn."

Catherine Niessly, food editor, introduces the four recipes using canned corn by saying: "Corn tastes so very good from the can that it requires no 'doctoring'. As a result, too few of us have discovered how deliciously it combines with other foods to make brand-new dishes. With sour cream, for example—ooh-la-la! For a party-pretty salad, stuff a pepper with corn, slice, and serve up. In dumplings, it surprises the tooth and the palate—very pleasantly. You know how well scrambled eggs take to mixtures—so next time, try them with corn for a hearty, economical, and delicious brunch or supper."

The recipes are written so that they are easy to clip and file and are shown in color photographs on the introductory page.

Better Homes and Gardens

Canned meats are featured in the September issue of *Better Homes and Gardens* magazine's article entitled "Meals In Minutes."

The article begins: "It's just 1-2-3, and dinner's on the table. That's how speedy the fixing can be when the hub of your meal is delicious canned meat. You zip open a can; then serve it plain, chilled, or hot, or give it a tricky finishing touch. Versatile canned meat is ready to go into a hearty salad, a hurry-up casserole, or become the mainstay of a broiler meal."

Five interesting menus are planned around main dishes using canned luncheon meat, ham, corned beef hash, Vienna sausage, and chicken. These are pictured in a full-page color photograph.

Along with the canned meats, the menus and recipes use the following canned foods: ripe olives, tomato juice, lemon juice, beef soup, cream of celery soup, cream of mushroom soup, tomato soup, chicken broth, pimento, sweet-potatoes, mushrooms, corn, catsup, pineapple, peaches, and cranberry sauce.

Good Housekeeping Magazine

The September issue of *Good Housekeeping* magazine carries 22 pages of handsome photographs, recipes, ways to garnish, and suggestions for buying and storing ham in the "Ham Cook Book." Uses for canned ham, luncheon meat loaves, chopped ham loaves, and deviled ham are included, as well as many other canned foods.

The authors say: "To serve a crowd, you'll need lots of uniform ham slices. A large canned whole ham is a thrifty buy too. It's completely cooked, slices handsomely. Treat as label directs."

There are more than 100 uses of canned foods throughout the series of articles that make up the cook book.

Seventeen Magazine

A short food article appearing in the *Seventeen* magazine in September is entitled "A Can of Cranberry Sauce Makes . . .".

Recipes, using canned cranberry sauce, are given for a hot bread, salad, and dessert. The recipes are written so that they may be easily clipped for filing.

PROCUREMENT

Canned Beef for USDA

The Production and Marketing Administration, USDA, has announced purchase of 9,828,580 pounds of canned beef at an average price of 38.86 cents per pound, f.o.b. plant, during the week of August 24. The purchases were made with Section 32 funds. This raises total USDA purchases of canned beef to 47,052,840 pounds.

Invitations for Bids

QM Market Center System, 226 West Jackson Blvd., Chicago 6, Ill.

Veterans Administration—Procurement Division, Veterans Administration, Wash. 25, D. C.

The Walsh-Healey Public Contracts Act may apply to all operations performed after the date of notice of award if the total value of a contract is \$10,000 or over.

The Veterans Administration has invited sealed bids to furnish the following:

APPLES—6,800 dozen No. 10 cans, Grade C, or equivalent in No. 2½ or No. 2 cans. Bids due under B-73 by Sept. 15.

APPLE SAUCE—6,250 dozen No. 10 cans, Grade A, or equivalent in No. 2½ or No. 2 cans. Bids due under B-74 by Sept. 22.

FOREIGN TRADE

Licensing, Exchange Control

A new edition of "Licensing and Exchange Control Requirements, Continental Europe," is now available to American businessmen, it is announced by the Office of International Trade, U. S. Department of Commerce.

The 43-page booklet contains summary information on import and export licensing and exchange control requirements in continental European countries as of August 1, 1953.

The new booklet may be obtained from the U. S. Department of Commerce, Washington 25, D. C., for 50 cents. Copies will also be available shortly from Commerce Department field offices.

STATISTICS

Production of Turkeys

Farmers are raising 55,746,000 turkeys this year, 8 percent less than last year, according to a preliminary estimate by the Bureau of Agricultural Economics.

Turkey production is below that of last year in all parts of the country except the North Central states where it was up about one percent.

Small varieties decreased 11 percent and large varieties 7 percent. Of all the turkeys raised this year, 23.2 percent are small varieties. Turkeys of the heavy varieties show decreases this year in all parts of the country.

Livestock and Meat Situation

Current indications are that the number of grass-fed cattle coming to market will increase from now through October and that an increasingly higher percentage of the total will be of the lower grades, according to the U.S. Department of Agriculture.

"Marketing of grass-fed cattle will increase seasonally from now until it reaches its peak in October. Cattle slaughter and beef production have continued at a near-record level, with only slight variations during the past five weeks. As the heavier marketings of grass-fed cattle get under way, however, there will be an increasingly larger percentage of lower-grade beef in the supply."

In an effort to move this peak supply of beef USDA has urged the food trade to institute "an intensified promotion aimed at increasing the sales of lower-grade beef items during late September and October."

Forthcoming Meetings

- September 27-30—National Association of Food Chains, Annual Meeting, Palmer House, Chicago
- October 2-6—American Meat Institute, Annual Meeting, Palmer House, Chicago
- October 15-17—Florida Canners Association, Annual Meeting, Casa Blanca Hotel, Miami Beach
- October 26—Texas Canners Association, Annual Convention, Casa de Palmas Hotel, McAllen
- October 26-27—National Pickle Packers Association, Annual Meeting, The Drake Hotel, Chicago
- November 2—Illinois Canners Association, Fall Meeting, Chicago
- November 6—Ozark Canners Association, Fall Meeting, Colonial Hotel, Springfield, Mo.
- November 9-10—Wisconsin Canners Association, 49th Annual Convention, Schroeder Hotel, Milwaukee
- November 9-10—Michigan Canners Association, Fall Meeting, Pantlind Hotel, Grand Rapids
- November 9-11—Grocery Manufacturers of America, Inc., Annual Meeting, New York City
- November 12-13—Iowa-Nebraska Canners Association, Annual Convention, Hotel Fort Des Moines, Des Moines
- November 19-20—Indiana Canners Association, Annual Convention, French Lick Springs Hotel, French Lick Springs
- November 23-24—Pennsylvania Canners Association, 39th Annual Convention, Penn Harris Hotel, Harrisburg
- December 1—Tennessee-Kentucky Canners Association, Annual Meeting, University of Tennessee, Knoxville
- December 3—Minnesota Canners Association, Annual Convention, St. Paul Hotel, St. Paul
- December 3-4—Tri-State Packers Association, Inc., 50th Annual Meeting, Haddon Hall, Atlantic City, N. J.
- December 10-11—New York State Canners and Freezers Association, Inc., 68th Annual Convention, Hotel Statler, Buffalo
- December 10-11—Ohio Canners Association, 46th Annual Convention, The Neil House, Columbus

- January 4-6—Northwest Canners Association, Annual Convention, Multnomah Hotel, Portland, Ore.
- January 7-8—Canners League of California, Annual Fruit and Vegetable Sample Cutting, Hotel Fairmont, San Francisco
- January 7-8—Illinois Canners Association and Illinois State Agricultural Experiment Station, Canners and Fieldmen's Short Course, University of Illinois, Urbana
- January 18-21—Canadian Food Processors Association, Annual Convention, Alpine Inn, Ste. Marguerite, P.Q.
- January 19-21—Michigan Canners Association and Michigan State Agricultural Experiment Station, Canners and Fieldmen's Short Course, Michigan State College, East Lansing
- January 19-22—National-American Wholesale Grocers Association, Annual Convention, Ambassador Hotel, Atlantic City, N. J.
- January 23-25—National Canners Association, 47th Annual Convention, together with National Food Brokers Association and Canning Machinery and Supplies Association, Atlantic City, N. J.
- February 2-5—Indiana Canners Association and Indiana State Agricultural Experiment Station, Canners and Fieldmen's Short Course, Purdue University, Lafayette
- February 3-4—Minnesota Canners Association, Seventh Annual Canners and Fieldmen's Short Course, Leamington Hotel, Minneapolis
- February 3-5—Pennsylvania Canners Association and Pennsylvania State Agricultural Experiment Station, Canners and Fieldmen's Short Course, Pennsylvania State College, State College
- February 8-9—Tri-State Packers Association, Inc., and New Jersey State Agricultural Experiment Station, Canners and Fieldmen's School, Rutgers University
- February 9-10—New York State Canners and Freezers Association, Inc., and New York State Agricultural Experiment Station, Canners and Fieldmen's Short Course, New York Experiment Station, Geneva
- February 10-11—Wisconsin Canners Association and Wisconsin State Agricultural Experiment Station, Canners and Fieldmen's Short Course, University of Wisconsin, Madison
- February 15-16—Ohio Canners Association and Ohio State Agricultural Experiment Station, Canners and Fieldmen's Short Course, Ohio State University, Columbus

- February 18-19—Iowa-Nebraska Canners Association and Iowa State Agricultural Experiment Station, Canners and Fieldmen's Short Course, Iowa State College, Ames
- March 12-13—Utah Canners Association, 42nd Annual Convention, Hotel Utah, Salt Lake City
- March 15-16—Canners League of California, 50th Annual Directors Conference, Santa Barbara Biltmore, Santa Barbara

PUBLICATION

Materials Control System

The Small Business Administration has issued a new leaflet entitled *Materials Control for Small Plants*, which is designed to help small business firms establish a sound materials control system. The leaflet is No. 35 in the management aid series and may be obtained from SBA field offices.

SBA suggests in the leaflet that a sound materials control system is necessary for small businesses if they wish to compete effectively with other firms. This means the establishment of a program so that management will be able to order the right materials meeting the proper specifications; make economical purchases; buy in reasonable quantities to avoid too large or too small inventories; have a procedure for receiving, accepting, and storing materials; establish full accounting for all materials used; be able to measure the materials used against established standards; and follow up on excessive material uses so as to reduce costs.

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